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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-33/APP (GP-086-00-US)**

Appl. No.: **10/749,110**

Applicants: **Chad LESTER, et al.**

Filed: **December 29, 2003**

Title: **ENCODING AD AND/OR AD SERVING INFORMATION IN A CLICK URL**

TC/A.U.: **2146**

Examiner: **Willow W. Noonan**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the Office Action mailed on October 22, 2007 (Paper No. 20071009), which set a period for response to expire on January 22, 2008, that period being extended two (2) months to expire on March 22, 2008, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 12 of this paper.